

# Trade Invest Monthly

## Hawaii's International Business Network

### Hawaii Notices

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#### Hawaii to Host the 2001 Asian Development Bank 34th Annual Meeting of the Board of Governors

Don't miss this opportunity to network with key decision-makers from 60 countries! Attend the Hawaii Business Forum! Exhibit at the Global Pavilion! Both events are being organized by DBEDT and the Hawaii Tourism Authority.

The Asian Development Bank Board of Governors will hold its 34th Annual Meeting at the Hawaii Convention Center May 7-11, 2001. The ADB meeting will involve members of the Hawaii business community by providing an opportunity to participate in special forums and business events. There will be over 600 ADB guests led by their countries' ministers of finance, over 2,800 international and local guests as well as 500 media participants. Reservations are limited and businesses are encouraged to reserve the dates early.

ADB is a multilateral development financial institution whose goal is to reduce poverty in Asia. ADB accomplishes this through extending loans and equity investments for economic and social development, by providing technical assistance for the preparation and execution of development projects and promoting and facilitating investment of public and private capital for development purposes. The ADB is headquartered in Manila, Philippines.

#### HAWAII BUSINESS FORUM (HBF) LUNCHEON AND SEMINAR TOPICS: MAY 8

- Luncheon Presentation by Derek Williams, Executive Vice-President For Asia-Pacific, Oracle Corporation
- Keys to Expanding Business in Asia
- E-commerce: Implications for Hawaii
- Doing Business with ADB and Asia- experiences and lessons learned by businesses which have been there

#### Social Events

- Governor's Continental Breakfast - May 2
- HBF Luncheon - May 8
- Pau Hana Reception - May 8
- Opening Ceremony - May 9
- Global Pavilion Reception - May 9

**Global Pavilion** (see following article for more details)

#### ADB Sessions Open to HBF Participants

##### MAY 7

- Regional Cooperation - the Way Forward
- Mayor's Summit on Environmental Issues and Development Policy
- Pacific Day Seminar: Investment Opportunities in the Pacific Island Countries
- Best Practices for Promoting Private Sector Investment Infrastructure
- ADB's Private Sector Development Strategy
- Water in the 21st Century - the Looming Crisis
- Pacific Day Seminar: Partners in Development
- NGOs and Donor Cooperation in the Pacific
- Commercial Co-financing and Guarantee
- Money Laundering: Threats and Countermeasures

##### MAY 8

- Tourism and Poverty Reduction in Asia and the Pacific
- Future of Regional Institutions in Asia and the Pacific
- Challenges to Financial Reform Following the Asian Financial Crisis
- The ICT Revolution: Can Asia Leapfrog Poverty Barriers?
- HIV/AIDS in Asia and the Pacific
- Child Labor and Poverty
- Developing Corporate Bond Markets in Asia
- Pro-Poor Growth: the Renewed War on Poverty
- Globalization - the Emerging Developmental Challenge

##### MAY 9

- Corporate Governance
- Emerging Markets

##### MAY 10

- Emerging Markets

Registration cost for the HBF: \$125 For more information and registration, please contact: University Of Hawai'i Conference Center - Outreach College, Tel: (808) 956-8204, Fax: (808) 956-3364 or the ADB Website for details: [www.adb2001.org](http://www.adb2001.org)

#### Global Pavilion at the ADB Conference

The Global Pavilion is a series of about 200 business and technology exhibits featuring Hawaii, U.S. and international corporations and organizations. There will be opportunities for attendees to visit the display area and network.

The exhibits will be sectioned according to areas of interest:

- ♦ Agriculture and Natural Resources: This group of exhibitors will showcase products and services

related to crop diversification, livestock development, water development, rural development, forest management, soil and water conservation, utilization of agricultural waste, flood and wetland management, coral reef rehabilitation, industrial efficiency, environmental management, urban waste management, wastewater treatment and water management, and water resources protection.

- ◆ **Energy:** Exhibitors in this area may include gas sector development, hydropower, sustainable rural electrification, urban heating, acid rain control and environmental improvement, wind power, and power transmission and distribution.
- ◆ **Transport and Communications:** The focus of this group may include urban transport and environmental improvement, railway reform, road maintenance and improvement, telecommunications, transport network development, port development, air transport development, transport infrastructure development, and maritime navigation aids system.
- ◆ **Healthcare & Nutrition:** Exhibitors may address healthcare financing and reform, health and nutritional sector development, communicable disease control, family health and nutrition, public health programs, and primary health care.
- ◆ **Infrastructure:** Exhibitors in this area could focus on land reform, urban infrastructure development, housing development, community-based infrastructure services, tourism planning, industrial competitiveness, enterprise development, and trade and export promotion.
- ◆ **Skill Development:** This section is appropriate for those with a focus on early education development, basic education, technical training, professional skill development, and entrepreneurship development.

There will also be two additional exhibit areas:

- ◆ **Hawaii's Own:** featuring Hawaii's companies.
- ◆ **Best of the US:** a showcase of state displays from all over the United States.

In addition, the Global Pavilion will include several activities of interest to those at the conference, including a cyber-café, interesting mini-presentations, networking areas and food and beverage service.

Three sizes of exhibit spaces are available.

- ◆ **Regular Space - 10' x 10'** Fee: \$1,000 fee - includes one 20-amp electrical connection and one conference credential.
- ◆ **Medium Space - 10' x 15'** Fee: \$1,500 - includes two 20-amp electrical connections, local telephone/data transmission connection and 2 conference credentials.
- ◆ **Large Space - 10' x 20'** Fee: \$2,000 - includes two 20-amp electrical connections, local telephone/data transmission connection, two conference credentials and up to five vendor badges.
- ◆ **Executive Exhibitor** - Fee: \$500 For organizations that would like to participate in the Global Pavilion without installing an exhibit. Includes a conference credential and status as an exhibitor.

A limited number of convention sponsorships are available to Global Pavilion exhibitors. Sponsors will be acknowledged in print and online advertising. During the event, sponsors will reach attendees through marketing materials, banners, and exhibit space. All exhibitors will be listed in the Global Pavilion brochure.

Exhibitor space is limited. For more information contact the Hawai'i Tourism Authority: Tel: (808) 973-2255 Fax: (808) 973-2253 E-mail: adb2001@hawaiiitourismauthority.org  
The conference website is at [www.adb2001.org](http://www.adb2001.org).

### Director of Hong Kong Economic and Trade Office - San Francisco to speak in Honolulu

On Feb 9 th, Ms. Annie Tang, Director of Hong Kong Economic and Trade Office in San Francisco (HKSAR) will speak on the latest developments in Hong Kong at the Chinese New Year Party and Installation Banquet at the Hyatt Regency Waikiki Hotel.

The Hong Kong Business Association of Hawaii will swear in its new officers for 2001 at the banquet.

- ◆ Chairman - Steven Lau, VP & CFO of Fun Factory Inc.
- ◆ President - (Dick) Isoo Oshima, Managing Director of Oshima Chan Wikoff & Combs LLC
- ◆ 1st Vice President - Elton Au, President of ProjectOnNet Inc
- ◆ 2nd Vice President - Loretta Kam, VP of American Saving Bank
- ◆ 3rd Vice President - Arthur Li, Regional Controller Hawaii of Starwood Hotels & Resorts Worldwide Inc.
- ◆ Secretary - Jean Kim, Attorney at Law, Damon Key Leong Kupchak Hastert
- ◆ Treasurer - Walter Lau, Public Accountant

This event is open to the public. For dinner reservation, please contact Johnson Choi at (808) 222-8183, cost is \$60, RSVP by February 2, 2001.

\*Hong Kong Business Association of Hawaii (HKBAH) was formed in January 1996. The mission of the HKBAH is to facilitate trade, investment, and business opportunities between Hawaii and Hong Kong, China and its neighbors. There are 29 Hong Kong Associations throughout the world with over 7,600 members.

For more information about the HKBAH please contact Dick Oshima at 551-1944; Johnson Choi at 222-8183 or go to their website at: [www.hkbah.org](http://www.hkbah.org).

### Basics of Exporting Seminar

The Hawaii Small Business Development Center Network, the Pacific District Export Council and the Oahu Economic Development Board are co-sponsoring *The Basics of Export Seminar*.

This seminar covers all aspects of exporting including researching, export opportunities, establishing contact, financing the export shipment, methods of payment, letters of credit, order processing, and shipping and documentation.

The seminar details are as follows:

DATE: Friday, February 23, 2001  
TIME: 8:30 a.m. – 4:00 p.m.  
PLACE: To be determined  
COST: \$40

The presenter will be George Dolan, former Senior Trade Specialist and Director of the Honolulu Export Assistance Center, U.S. Department of Commerce.

Enrollment is limited and accepted on a "first-come, first-served" basis. To register, call the U.S. Department of Commerce in Honolulu at Tel: (808) 522-8042.

### Worldwide Market Reports

*Due to the large number of requests for reports, we have made the request process easier to better serve you. Complete the request form at the end of the newsletter and Fax to (808) 587-3388, or send an Email message to: [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov).*

***The report service offered is reserved for Hawaii companies only.***

*If you are outside of Hawaii and are interested in the reports highlighted in our newsletters, please go to the United States Department of Commerce website, [www.stat-usa.com](http://www.stat-usa.com). You will have the choice of ordering the reports you need for a small fee or you can subscribe to their service for an annual fee and have unlimited access to all reports and services*

### Japan – Mushroom Market

The Japan External Trade Organization (JETRO) has published a report on Japan's mushroom market.

The Japanese have used mushrooms in their food products since ancient times, and due to the growing health consciousness of the Japanese consumer, mushrooms are attracting attention as a health food. As a result, the consumption of mushrooms has been steadily increasing.

Due to the higher cost of domestically grown mushrooms, imported mushrooms make up the demand deficit.

In summary, the market is as follows:

- ❖ Domestic consumption of major mushrooms -- fresh and dried *shiitake*, as well as *matsutake* -- have held steady. In 1998, Japanese consumed 105.6 thousand tons of fresh *shiitake*, 14,300 tons of dried *shiitake*, and 35,000 tons of *matsutake*;
- ❖ Domestic consumption of other mushrooms such as *bunashimeji* (79,000 tons in 1998) and *maitake* (37,000 tons in 1998) has steadily increased. From 1997-1998 their consumption has grown 9.2% and 18.4%, respectively;
- ❖ The largest import volume of mushrooms comes from China -- about 90 percent of the total import volume;
- ❖ Demand for mushrooms is expected to expand due to the growing health consciousness of consumers;
- ❖ Domestic mushroom production is expected to stagnate due to the aging of the growers and difficulty in finding people to replace the aging growers;
- ❖ Mushroom imports are controlled under the Plant Protection Law, Food Sanitation Law, and the Pharmaceutical Affairs Law depending on the variety and the uses of the mushrooms; and
- ❖ Fresh mushrooms are distributed through the channel for fruits and vegetables. An exporter must have: 1) an understanding of Japan's wholesale markets where fruits and vegetables are traded by auction, and 2) an understanding of distribution costs. When exporting mushrooms to Japan on a continual basis, it is important to find

prospective buyers in advance.

For a copy of the report, send the request form by Fax: (808) 587-3388 or by email to [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov).

## China – Seafood Processing Projects in Dalian

The U.S. & Foreign Commercial Service has recently published a report in connection with its China Marine Initiative. The initiative seeks to promote the export of seafood processing equipment and techniques, commercial fishing equipment, and food processing and packaging equipment.

The area of focus, Dalian, is an important aquatic base in northeast China. Dalian's waters support more than 400 species of seafood, including shrimp, abalone, sea cucumber, scallop, sea urchin, fish, prawns and clams.

The annual yield exceeds two million tons with 1 million tons being derived from fishing and 1.1 million tons from breeding.

The report introduces two of the projects promoted by the Dalian municipal government as follows:

### Project 1

- ◆ Partner: Dalian Aquaculture Group Co. Ltd.
- ◆ Total investment: US\$2 million with equal joint venture equity share
- ◆ Equipment and technologies sought: Cultivate globe fish using advanced large netting

### Project 2

- ◆ Dalian Tianyi Aquaculture Farm
- ◆ Total investment: US\$10 million of which the foreign partner provides US\$4 million

- ◆ Partner proposes to build a 50,000 sq.m. breeding base in Bohai Bay, of which 10,000 meters will be used for breeding flounder.

Detailed information on these and other projects may be obtained through the Commercial Section of the U.S. Consulate General in Shanyang; Tel: 011-86-24-2322-1198 (x140); Fax: 011-86-24-2322-2206;

e-mail: [erin.sullivan@mail.doc.gov](mailto:erin.sullivan@mail.doc.gov)

## Canada – Business Travel to the U.S.

The U.S. & Foreign Commercial Service in Toronto reports on a rapidly growing market sub-sector Canadian business travel to the U.S. The strong Canadian economy, the increased trade opportunities through NAFTA, the Open Skies agreement (in 1995), and new technology have all created the current and future growth potential for Canadian business travelers to the U.S.

In general, the highlights are as follows:

- In 1998, nearly 3 million visitors from Canada traveled to the U.S. for the purpose of business. It represented 16% of all Canadian travelers;
- The U.S. – Canada relationship is strong, friendly, and open. There are no impediments to travel between Canada and the U.S.;
- The 1995 Open Skies agreement deregulated airline traffic between the U.S. and Canada, and added new non-stop routes between major Canadian and U.S. destinations. From the time the agreement was signed to the end of 1997, U.S.-Canadian traffic increased by 37.2%;
- Since NAFTA was signed in 1993, the total trade between U.S. and Canada have increased by 50%. As a result, there is increased corporate travel due to the increasing importance of cross-border trade, while business travel has become an integral part of many Canadian companies' business activities; and
- The major U.S. states for Canadian business travelers are: 1) New York, 2) California, 3) Florida, 4) Michigan, and 5) Texas.

To better attract and retain Canadian business travelers, new products and services must be developed to make business travel more convenient and enjoyable. Suggestions include:

- Convenient, time-saving products – E-ticketing, self-servicing airline kiosks, and smart cards; and
- Value-driven loyalty programs – member and value-added packages (i.e. discounts for business travelers), Canadian dollar-at-par programs, leisure opportunities on future vacation trips.

For a copy of a report, send the request form by Fax: (808) 587-3388 or by email to [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov).

## Offers

*The trade opportunities listed come directly from the company or trade organization. DBEDT does not endorse these companies or organizations. Please do your own background check before entering into any business negotiation.*

### Other Opportunities

From the U.S. & Foreign Commercial Service in Hong Kong. Hong Kong construction company is seeking to team up with U.S. architects and designers to pursue design-and-build projects in Hong Kong and China. Established in 1945 and employing over 140 full-time staff, Wan Chung Construction Co. Ltd. is a building contractor providing building construction, interior design and fitting-out, and property maintenance service to various government departments and clients in the private sector. For more information, contact Steven Sze, Sales & Marketing Manager, Wan Chung Holdings Ltd., Flat A, 2/F Fuk On Building, 1123 Canton Road, Mongkok, Kowloon, Hong Kong; Tel: 011-852-2789-2222; Fax: 011-852-2878-6611; e-mail: [steven\\_sze@mail.wanchung.com](mailto:steven_sze@mail.wanchung.com)

### Trade Shows, Conferences, & Trade Missions

#### June 5-8, 2001

SIAL Asia 2001, the Second International Food & Beverage Exhibition for Asia, Singapore. The last exhibition gathered 300 exhibitors from 40 countries, and approximately 6,200 professional visitors from 69 countries. Best market prospects for U.S. exporters: fresh fruits & vegetables, poultry, snack foods, tree nuts, fruit & vegetable juices, and pet foods. The U.S. Department of Agriculture's Foreign Agricultural Service has endorsed the show and will have a USA Pavilion. For more information, contact Kelly Wheatley at IMEX Management in North Carolina, Tel: (704) 365-0041; Fax: (704) 365-8426; e-mail: [sial@imexmgt.com](mailto:sial@imexmgt.com)



## Japan – Children's Wear Market

The May 2000 issue of Trade Invest Monthly, reported on a JETRO publication on Japan's Children Wear Market. The current report is on the same topic and is from the U.S. & Foreign Commercial Service.

Hawaii apparel companies interested in the Japan market should study the market structure and demand before attempting to enter the market. Highlights include:

- ◆ The Japanese children's wear market is estimated at US\$8 billion at the retail level in 1999, and is split into two segments – inexpensive and high-end;
- ◆ The market is still soft, and contracted after the burst of the Bubble Economy in the mid-1990's. However, it is showing signs of recovery;
- ◆ Due to the low birthrate and price deflation, the market size in terms of value may shrink;
- ◆ Children's wear fashion trends are similar to that of adults – parents want their children to dress the same way as them. With the growing popularity in casual fashion amongst adults, likewise children's fashion has become more casual as well;
- ◆ There are six major occasions for a family to buy new clothing for their children: the New Year, Girl's Festival, graduation, school entrance, shichi-go-san (7-5-3) celebration, and Christmas;
- ◆ Japanese customers are difficult to please. They are particular about product quality, and picky about product flaws. Color and design are the most important factors for parents when buying children's clothing;
- ◆ Main Japanese consumer complaints: 1) Colors come off in the wash, 2) when it colors other items in the wash, 3) discolors after several washes, and 4) it shrank in the dryer;
- ◆ Imports in the lower-priced children's wear segment are increasing as many Japanese manufacturers have shifted their production base to other Asian bases, especially to China; and
- ◆ The best sales prospects for U.S. children's wear manufacturers are for the toddler (three to five years old) segment. Parents are looking for a unique design, good color coordination, and style. Imports from the U.S. are high-end rather than inexpensive products.

For a copy of a report, send the request form by Fax: (808) 587-3388 or by email to [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov).

## Hotel, Restaurant, Institutional Sector Reports

For new-to-market Hawaii exporters in the hotel, restaurant or institutional food service sector, the U.S. Department of Agriculture's Foreign Agricultural Service provides an overview on **Mexico, Western Canada, and the Philippines**.

Covered in the market reports are the following topics:

- ❖ Market summary – market size
- ❖ Market trends
- ❖ Advantages and challenges
- ❖ Market structure
- ❖ Best product prospects
- ❖ Competition
- ❖ Contacts

For a copy of a report, send the request form by Fax: (808) 587-3388 or by email to [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov).

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## Japan and Taiwan – Mullet and Mullet Roe Markets

For Hawaii aquaculture companies, the U.S. & Foreign Commercial Service has provided a snapshot on Japan and Taiwan's mullet and mullet roe markets.

The findings are as follows:

- ❖ Japan harvests approximately 4,000 metric tons of Japan mullet per year. Average price in 1998 was 240 yen/kg – roughly about US\$0.83/lb at the exchange rate of 131.02 yen/dollar. Top locally caught top grade mullet commands about 1,000 yen/kg;
- ❖ Japanese mullet, called *bora* in Japanese is commonly consumed in smaller cities such as those in Shizuoka Prefecture and Sendai in Miyagi Prefecture. It is usually consumed grilled, but can also be consumed as sashimi if the product is fresh;
- ❖ Taiwan is a primary market for mullet roe. U.S. exports of fresh and frozen mullet roe increased 47.6% and 136.5% respectively since 1998 to 462 metric tons and 484 metric tons, respectively;

- ❖ U.S. exported 36,300 kg (US\$580,000) of fresh mullet roe in 1998 to Japan, and 55,000 kg (US\$498,000) in 1999; and
- ❖ Dried mullet roe is a very special seafood in Nagasaki. This specialty is called "karasumi" and is sold during the main gift and souvenir product season in December.

For a copy of the reports, complete the request form and fax to (808) 587-3388 or by email to [tradeinvest@dbedt.hawaii.gov](mailto:tradeinvest@dbedt.hawaii.gov)

## Report Request Form

Trade Invest Monthly, Hawaii's International Business Network

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Zipcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimile: \_\_\_\_\_

Email: \_\_\_\_\_

Report(s) requested:

- ☐ Japan – Mushroom Market  
☐ China – Seafood Projects in Dalian  
☐ Japan – Children's Wear Market  
☐ Canadian Business Travel to the U.S.  
☐ Japan & Taiwan – Mullet & Mullet Roe Market

Hotel Restaurant Inst. Sector Reports

- ☐ Western Canada  
☐ Philippines  
☐ Mexico

OTHER: \_\_\_\_\_

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